

## ORDER



WOTV

**Orders**  
**Order / Rev:** 187168  
**Alt Order #:**  
**Product Desc:** STABENOW FOR SENATE 2012  
**Estimate:** 11275  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 08/29/12 / 08/29/12  
**Order Type:** REG

**Primary AE:** WOTV Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Stabenow for Senate 2012  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$4,200.00	\$3,570.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$4,200.00	\$3,570.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$4,200.00</b>	<b>\$3,570.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOTV Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOTV	10/22/12	10/26/12	GMA Good Morning America	CM	7-9a	11111--	:30	5	\$50.00	P4	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	11111--			5		\$50.00		0.00				
N 2	WOTV	10/28/12	10/28/12	GMA Su GMA Sunday	CM	8-9a	-----1	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$50.00		0.00				
N 3	WOTV	10/24/12	10/24/12	The View The View	CM	11a-12p	--1----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--1----			1		\$50.00		0.00				
N 4	WOTV	10/25/12	10/26/12	M-F 7-8p Dr Oz	CM	7-8p	---11--	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--			2		\$150.00		0.00				
N 5	WOTV	10/22/12	10/22/12	Mon Hour 3 Monday 10-11p	CM	10-11p	1-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----			1		\$500.00		0.00				
N 6	WOTV	10/23/12	10/23/12	Tue Hour 1 Tuesday 8-9p	CM	8-9p	-1-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-1-----			1		\$500.00		0.00				

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Advertiser: POL/Stabenow for Senate 2012  
 Product Desc: STABENOW FOR SENATE 2012  
 Estimate: 11275

WOTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOTV	10/24/12	10/24/12	Wed Hour 1 Wednesday 8-9p	CM	8-9p	-- 1----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- 1----		1				\$500.00		0.00			
N 8	WOTV	10/25/12	10/25/12	Thur Hour 3 Thursday 10-11p	CM	10-11p	--- 1---	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 1---		1				\$400.00		0.00			
N 9	WOTV	10/26/12	10/26/12	Fri Hour 1 Friday 8-9p	CM	8-9p	---- 1--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---- 1--		1				\$400.00		0.00			
10	WOTV	10/28/12	10/28/12	Sun Hour 2 Sunday 8-9p	CM	8-9p	----- 1	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- 1		1				\$750.00		0.00			
N 11	WOTV	10/28/12	10/28/12	Sun Hour 4 Sunday 10-11p	CM	10-11p	----- 1	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- 1		1				\$400.00		0.00			
N 12	WOTV	10/22/12	10/26/12	M-F 5-6p Dr Oz	CM	5-6p	MTWTF--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		1				\$100.00		0.00			
													Totals	17	\$4,200.00